

# Luisa Fernanda Pedreros

## I'm a B2B Marketing Manager

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Multilingual B2B Marketing and Communications Manager with 7+ years of experience as a strategic Business Partner for global technical brands. Specialized in the end-to-end execution of communication plans, social media management, and executive-level support. Proven ability to manage internal and external stakeholder relationships while overseeing budgets and multi-channel campaigns. Expert in Adobe Creative Suite and enterprise social management tools, dedicated to driving digital transformation and brand excellence

## Experience

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### **Omve / B2B content Marketer/ Full Time/ [omve.com](http://omve.com)**

March 2024 - Present, Milton, Canada

- Act as a Communications Business Partner responsible for the strategic planning and global implementation of integrated communication plans, including the design and rollout of the corporate brand book, the production of multi-channel marketing materials for digital and traditional campaigns, and the translation of complex technical data into engaging B2B storytelling and brochures.
- Led the creative and operational execution of global trade shows, including: IFT Chicago 2024–2025, -2026, Anuga India 2025, 52nd Dairy Industry Conference & Exhibition India 2026, and Food Tech Summit Mexico 2025. Including Logistics, and promotion (Email + LinkedIn)
- Work strategically and collaboratively with executives and stakeholders across Latin America, Europe, Australia, Asia, and the Americas to develop and project-manage successful initiatives
- Responsible for developing, monitoring, and managing the marketing plan budget and metrics, utilizing Odoo CRM and Google Analytics insights to refine campaign effectiveness.
- Collaborate with the OMVE corporate website in WordPress, performing regular content updates and implementing on-page SEO techniques to boost search engine visibility and user experience.

### **Automatic Trap / Content Marketing Lead / Full-time/ [automatictrap.com](http://automatictrap.com)**

October 2022 - October 2023, Toronto, Canada

- Led, created, and executed the overall marketing strategy for the company
- Execute the rebranding process of the company, developed the brand guidelines outlining the company's values, mission, personality, golden circle strategy and visual identity, ensuring a consistent message across social media channels. (Instagram + Facebook+ Emails) Utilizing unified CXM platforms like HubSpot.
- Developed and continuously updated the company website utilizing Shopify CSS and HTML tools, ensuring optimization of functionality, aesthetics, and user experience
- Built the company's content strategy based on the pillar pages concept
- Implemented inbound links to enhance SEO authority

## **AGP / Graphic Designer and Marketing Analyst / Full-time / [agpglass.com](http://agpglass.com)**

January 2022 - July 2022, Bogota, Colombia

- Oversaw business strategy to position the brand in the European and Middle Eastern security glass market.
- Developed a LinkedIn-centred content marketing strategy to enhance global sales efforts.
- Produced industry-specific graphic materials to meet the marketing requirements of the security glass market.
- Managed the company's participation in key security glass exhibitions, including Eurosatory Paris 2022

## **Kuepa Edutech / Content Creator / Full-time / [kuepaedutech.com](http://kuepaedutech.com)**

August 2019 to December 2020, Bogota, Colombia

- Developed and executed the marketing plan aligned with the company's objectives, with a primary focus on acquiring high-quality leads.
- Oversaw marketing channels, executing plans across various digital and traditional platforms.
- Developed creative content strategies and managed design and production for each communication channel. Instagram, Facebook, and YouTube, utilizing unified CXM platforms like Hootsuite
- Hosted the school's principal YouTube channel and podcast, "Kueparlantes," engaging with the target audience weekly.
- Managed end-to-end processes for exhibitions, from development and design to production and presentation.
- Generated reports on KPIs and metrics performance to assess the effectiveness of marketing strategies.
- Collaborated with publishers and providers to ensure the timely and accurate publication of advertisements.
- Conducted interviews with Kuepa's experts to enrich content and enhance the overall marketing plan.

## **Actual/Graphic Design and Marketing Specialist / Full-time / [iactual.co](http://iactual.co)**

January 2019 to July 2019, Bogota, Colombia

- Maintained and managed the Actual Inmobiliaria brand in Bogota and Cundinamarca, creating distinct branding for each residential project.
- Executed a hybrid marketing strategy, blending online and traditional approaches to differentiate projects and optimize revenue.
- Created compelling print materials for each project, strategically promoted through online channels, traditional media, leading Colombian newspapers, magazines, and billboards.
- Led third-party vendors, ensuring timely and budget-conscious delivery of marketing materials.
- Diligently monitored competitors, identified opportunities for improvement and innovation, and ensured project alignment with the brand and marketing strategy.
- Proactively organized press meetings to cultivate organic buzz and bolster the reputation of residential projects.

## **Disan Latam/ Relationship Marketing Analyst / Full-time / [disanlatinoamerica.com](http://disanlatinoamerica.com)**

October 2016 to November 2018, Bogota, Colombia

- Crafted a comprehensive brand strategy for Disan, covering both the main brand and its sub-brands across diverse industries.
- Conducted thorough research to identify and capitalize on prevailing industry trends, ensuring the brand remains innovative and relevant. (Mintel - Euromonitor)
- Designed and implemented a range of initiatives, including live in-person and virtual events, exhibitions, fairs, webinars, and digital content.
- Coordinated advertising campaigns, trade shows, and workshops to enhance brand visibility and engagement.

## Studies

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- **Centennial College** / College diploma in Marketing Management
- [centennialcollege.ca](http://centennialcollege.ca), May 2022 to December 2022, Toronto, Canada
- **Universidad Sergio Arboleda** / Postgraduate Degree in Marketing Management  
[usergioarboleda.edu.co](http://usergioarboleda.edu.co) Jun 2018 to July 2019, Bogota, Colombia
- **Universidad Sergio Arboleda** / Bachelor in Advertising  
[usergioarboleda.edu.co](http://usergioarboleda.edu.co) Aug 2012 to Dec 2017, Bogota, Colombia

## Languages

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- **Spanish** / Native proficiency
- **English** / Professional proficiency
- **French** / Medium proficiency

## Certifications

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- **Google Analytics Certification**
- **HubSpot Content Marketing**
- **HubSpot Inbound Marketing**
- **Hubspot SEO**

## Skills

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- Adobe Creative Cloud Photoshop - Illustrator - InDesign - Premiere- Firefly
- WordPress - Shopify
- Hubspot - Oddo- Hootsuite
- Google Analytics
- CSS - HTML